CLAIMS

1. The use of high-absorption-capacity precipitated silica, preferably with a mean size of at least 50 μ m, as starting material for the production of a colorant by means of impregnation of said silica with an inorganic pigment in the form of a dissolved soluble salt.

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- The use as claimed in claim 1,
 characterized in that said inorganic pigment is based on a metallic compound, preferably based on an iron compound.
- The use as claimed in claim 2,
 characterized in that said metallic compound is
 dissolved soluble iron sulfate, dissolved soluble iron nitrate or a mixture thereof.
 - 4. The use as claimed in one of claims 1 to 3, characterized in that said precipitated silica has a DOP oil uptake of at least 260 ml/100 g and in particular of at least 300 ml/100 g.
 - 5. The use as claimed in one of claims 1 to 4, characterized in that said precipitated silica is in the form of particles with a mean size of at least 50 μm .
- 6. The use as claimed in one of claims 1 to 5, characterized in that said precipitated silica is in the form of substantially spherical beads.
 - 7. The use as claimed in one of claims 1 to

- 6, characterized in that said precipitated silica has a BET specific surface area of at least $50 \text{ m}^2/\text{g}$, in particular at least $75 \text{ m}^2/\text{g}$ and especially at least $90 \text{ m}^2/\text{g}$.
- 8. The use as claimed in one of claims 1 to 7, characterized in that the impregnated silica obtained is subjected to calcination and then optionally to grinding.
- 9. The use as claimed in claim 8,

 10 characterized in that the calcination is performed at a temperature of between 600 and 1300°C, in particular between 700 and 1300°C and preferably between 800 and 1200°C.
- 10. The use as claimed in either of claims 8 and 9, characterized in that the calcination is performed at a temperature of between 1000 and 1200°C.
 - 11. The use as claimed in one of claims 8 to '
 10, characterized in that the calcination time is at
 least 30 minutes and in particular at least 45 minutes.
- 12. A colorant that may be obtained by calcination, and then optional grinding, of a high-absorption-capacity precipitated silica, preimpregnated with an inorganic pigment in the form of a dissolved soluble salt.
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 13. The colorant as claimed in claim 12, characterized in that said inorganic pigment is based on a metallic compound and preferably based on an iron compound.

- 14. The colorant as claimed in claim 13, characterized in that said metallic compound is dissolved soluble iron sulfate, dissolved soluble iron nitrate or a mixture thereof.
- 15. The colorant as claimed in one of claims 12 to 14, characterized in that said precipitated silica has a DOP oil uptake of at least 260 ml/100 g and in particular of at least 300 ml/100 g.
- 16. The colorant as claimed in one of claims 10 12 to 15, characterized in that said precipitated silica is in the form of particles with a mean size of at least 50 μm .
 - 17. The colorant as claimed in one of claims
 12 to 16, characterized in that said precipitated
- 15 silica is in the form of substantially spherical beads.

 18. The colorant as claimed in one of claims

 12 to 17, characterized in that said precipitated
- silica has a BET specific surface area of at least 50 m^2/g , in particular at least 75 m^2/g and especially
- 20 at least 90 m^2/g .

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- 19. The colorant as claimed in one of claims 12 to 18, characterized in that the calcination is performed at a temperature of between 600 and 1300°C, in particular between 700 and 1300°C and preferably between 800 and 1200°C.
- 20. The colorant as claimed in one of claims 12 to 19, characterized in that the calcination is performed at a temperature of between 1000 and 1200°C.

21. The use of at least one colorant derived from the use as claimed in one of claims 1 to 11 or of at least one colorant as claimed in one of claims 12 to 20, for the coloration of ceramic materials, especially sandstone materials.

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- 22. A ceramic material, characterized in that it contains at least one colorant derived from the use as claimed in one of claims 1 to 11 or at least one colorant as claimed in one of claims 12 to 20.
- 10 23. The ceramic material as claimed in claim 22, characterized in that it is formed from sandstone.
 - 24. A roofing tile or paving tile, in particular of red to brown colour, consisting of a ceramic material according to either of claims 22 and 23.
 - 25. The use of at least one colorant derived from the use as claimed in one of claims 1 to 11 or of at least one colorant as claimed in one of claims 12 to 20, for the coloration of materials containing hydraulic or asphalt binder.
 - 26. A material containing hydraulic or asphalt binder, characterized in that it contains at least one colorant derived from the use as claimed in one of claims 1 to 11 or at least one colorant as claimed in one of claims 12 to 20.